

Marketing Assistant



Welcome

We're so pleased you found us.

We believe that students can and want to shape the communities they are part of for the better.

Through our student leaders and elected representatives, we create opportunities for students to come together and inspire them to make change and shape the world around them.

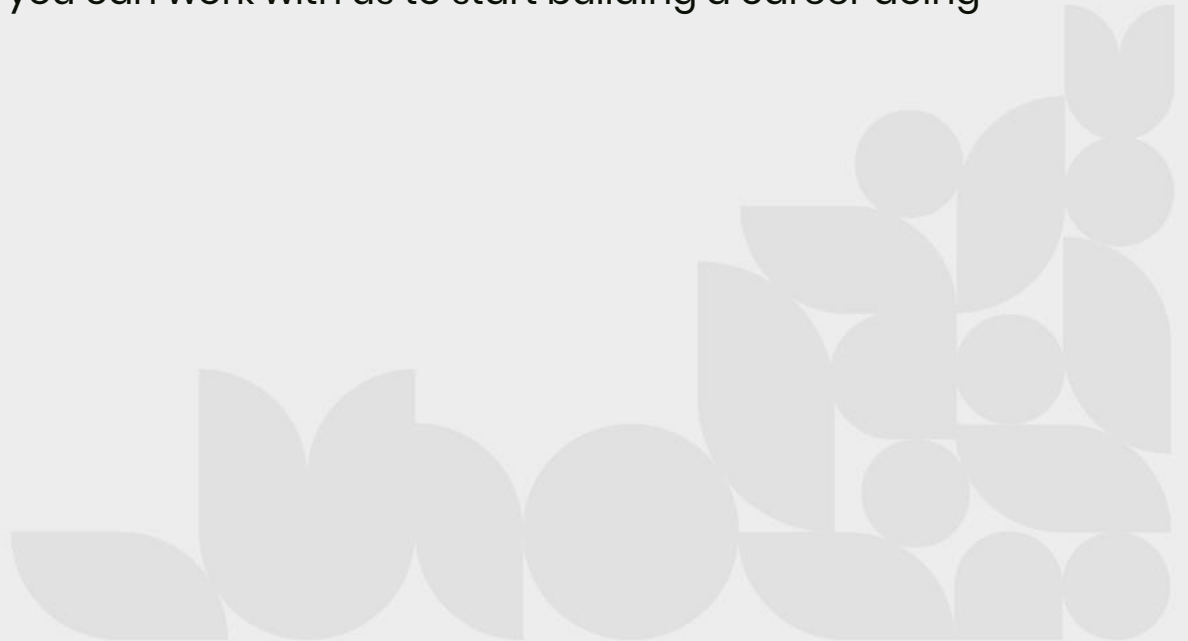
It's a seriously fun place to work, driven by our values with a diverse and international perspective, with a really supportive staff team and a focus on your development.

Students' unions come in all shapes and sizes. With job roles at all levels, and with more than 550 unions across the country, you can work with us to start building a career doing what you love.

Come join us!

Mandy Wilson-Garner

Chief Executive



What we do

The SU *is* the body of students at the University of Bath. We believe that when students come together, they can shape the communities they are part of for the better. Through our student leaders and elected representatives, we grow and support communities of students as they provide opportunities for others and change the world around us for the better.

Together we: Promote student interest and welfare; Provide support and advice; Represent the student community with the University and others; Provide social, cultural, sporting and recreational activities.

How we do this is through student-led:

- Voice – helping students stand up, speak up and make their voice heard,
- Experiences – making friends and memories that last a lifetime,
- Groups – broadening horizons with our communities of students,
- Support – providing advice and support on student life,
- Development – developing the skills students need to lead and change.

Our work is overseen by an independent board made up of six elected student officers, two independent students and five external independent trustees. The SU is funded by a grant from the University of Bath, membership income and the commercial revenue that we generate through our range of student spaces and services.

Summary of the job

Salary	Starting from £22,630 per annum pro rata
Contract	Part Time
Working hours	18 hours per week, Monday to Thursday, including occasional weekend or evening work.
Location	University of Bath Premises
Reporting to	Marketing and Communications Manager

The Marketing Assistant is responsible for providing administrative support across the Marketing department. The role will involve working closely with the team on events, social media, general enquiries as well as key digital administrative processes including; emailers, updating our website and maintaining our Customer Relationship Management System.

The Marketing Assistant is also responsible for promoting and running the part-time jobs service, and maintaining it's web pages.

Role overview

The Marketing Assistant works within the busy Marketing team and plays a key role in ensuring that students have the best experience whilst at university.

The role provides a range of support functions throughout the team, ensuring that all enquires coming into the SU are handled in a timely and appropriate manner, maintaining client databases, creating reports, and maintaining and updating the SU's website.

The Marketing Assistant takes particular responsibility for the SU Jobs service, processing new jobs and promoting opportunities to students. They also support with other activities across the SU, including online elections and events taking place on and off campus.

The Marketing Assistant will work closely with the marketing team on idea generation for content whilst supporting the delivery of The SU strategy, and championing the values and cause of the organisation.

Main responsibilities

1 – Supporting students and externals (30%)

- Responsible for the main SU inbox and Phone number, dealing with general enquiries and signposting across the Students' Union.
- Provide a high level of customer service, ensuring all enquiries are responded in a timely manner.
- Support with various other mailboxes and deal with regular student enquires.

2 – Website and Digital Support (20%)

- Assist with online elections and general database management.
- Maintain online guides and short courses for staff and students using the website.
- Upload and maintain news articles, adverts, products, and events on the website.
- Update digital signage systems.

3 – Part Time Jobs (40%)

- Lead on the Part Time Jobs area of the website. Working with external employers to promote opportunities to students.
- Promote part time Jobs directly to students through regular e-newsletters.
- Maintain and update the jobs pages online.
- Run a Part Time Jobs Fair twice a year.
- Maintain client databases, reconcile all payments and liaise with Finance for any irregularities.

4 – Supporting the Marketing Team (10%)

- Assist colleagues in setting up and running events on and off campus.
- Be involved in creative discussions and idea generations for content.
- Support with any staff absences where possible.

About you

To be successful in this role, these are the things that will matter most:

- Ability to be student-led and have empathy with the cause, mission and values of The SU.

Essential behavioural competencies:

- High level of accuracy and attention to detail.
- Manages time, workload and priorities according to strategic need.
- Ability to form and maintain effective partnerships, including within the team.
- Open, flexible and transparent ways of working.
- Commitment to equality, diversity and inclusivity.
- Commitment to working in a sustainable or environmentally friendly way.

Skills and experience:

- Educated to GCSE level / National 5 (N5) or equivalent relevant experience.
- Experience using online Content Management Systems and / or Customer Relationship Systems.
- Experience of working in a busy customer facing role.
- Experience and understanding of handling sensitive data.
- Experience of working for or being a part of a Higher Education institution or working with young people.
- A good administrative background, with experience of maintaining accurate records and information.

Other benefits

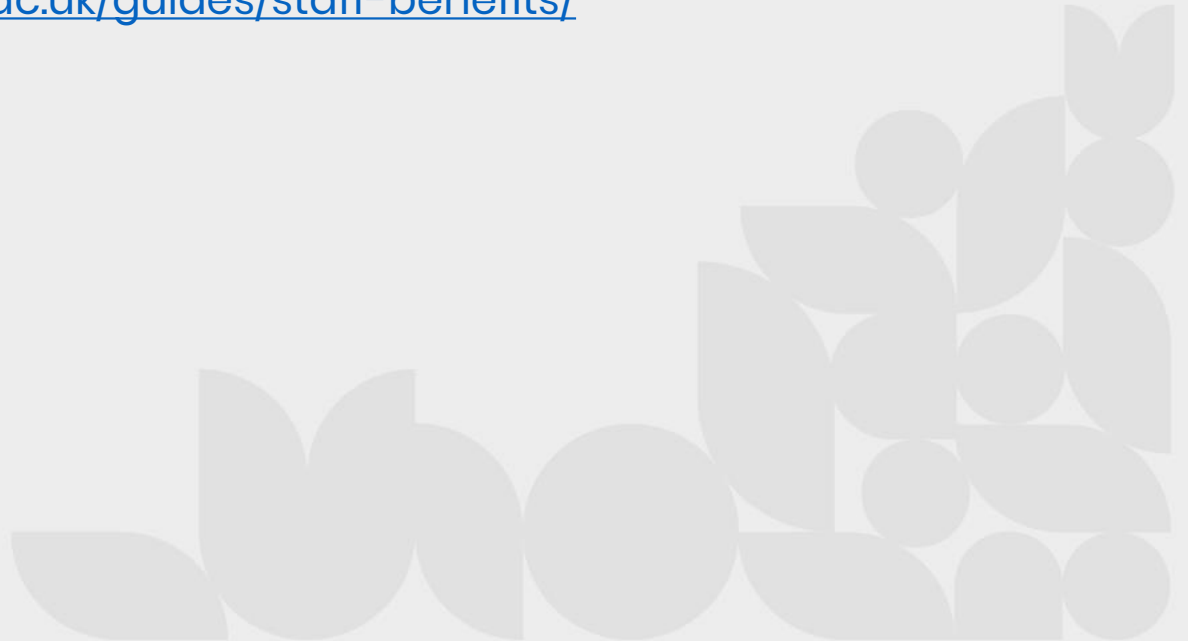
We offer competitive salaries, a vibrant and fun working environment and flexible working to enable your work-life balance.

We offer more than just a “job”; we offer career opportunities for committed and ambitious people to help shape our organisation and the lives of the students we represent.

Our staff enjoy a safe and pleasant working environment, with a variety of benefits encompassing pay, generous pension and work-life balance, along with excellent facilities on campus.

You can find out more at: bath.ac.uk/guides/staff-benefits/

Join us and be part of our story!



How to apply

Find out more

For more information and an informal chat about the role please contact:

Helen Webb, Marketing and Communications Manager, 01225 38 6806 ,
hf219@bath.ac.uk

How to apply

Applications are online. To apply for this role, please visit the job posting at:

thesubath.com/careers/

Deadline

The closing date for applications is Wednesday 5 April.

Interviews

Interviews are provisionally planned for Tuesday 18 & Wednesday 19 April.



Thank you.

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thesubath.com

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